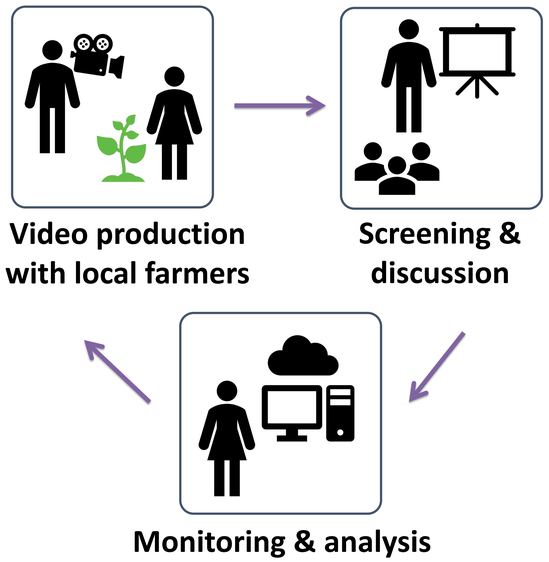
Accelerating technical change through video mediated agricultural extension

Context

- Agricultural extension is crucial for promoting equality of opportunity among smallholders
- Ethiopia has one of Africa's largest extension systems:
  - >17.5 million smallholder farmers
  - 1 extension agent per 400-500 farmers

Innovation



IFPRI partners with Digital Green (**DG**) and the Ethiopian **Ministry of Agriculture** to evaluate the effectiveness of the method. **Key questions:**

- Does this approach **increase uptake** of agricultural technologies?
- Is it more effective when targeted at **both spouses**?

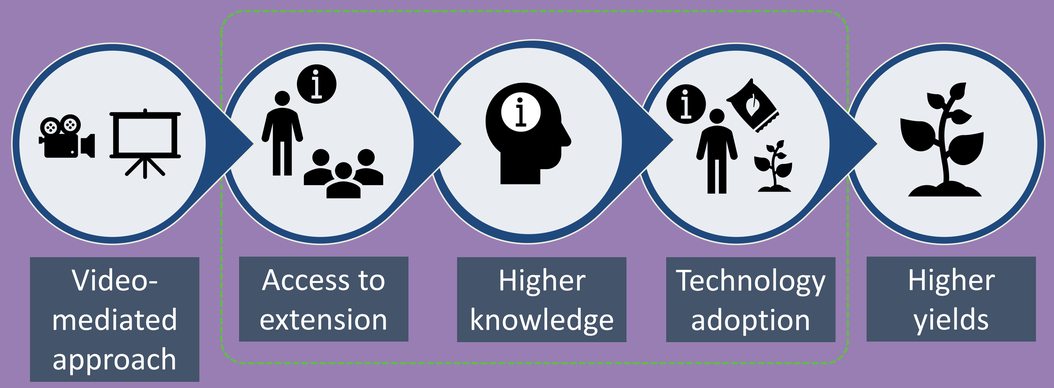
Over **410,000** farmers (28% female) reached through video-based training across **118** woredas of the 4 regions

Results of the evaluation show that video-mediated extension:

- ✓ reaches a **wider audience**
- ✓ improves farmers' **knowledge** about focal technologies/practices (including **women farmers'** knowledge)
- ✓ increases **adoption** rates

Based on the analysis of data from surveys of **2,422 households** and **896 extension agents**

Impact pathway



Future steps

Year 1:

- Cost effectiveness analysis
- Extension agent analysis
- Adoption validation analysis

Year 2:

- Persistence of impacts
- Within-kebele spillover effects
- Impact on yields & incomes
- Adoption validation and yield estimation using GIS data

Partners

Digital Green

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